

Dienger, Whitney

Mandel #40506

From: Jacobs, Sarah
Sent: Monday, October 08, 2012 10:48 AM
To: Dienger, Whitney
Subject: FW: JOSH MANDEL
Importance: High

Come chat, please.

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Thursday, October 04, 2012 3:04 PM
To: Daniel.baylog@scripps.com; Jacobs, Sarah; bsommerkamp@hearst.com; agoetz@fox19.com; amuro@sbgnet.com; youngb@wews.com; Zarlenga, John (John.Zarlenga@fox8.com); Kizler, Denel (dkizler@wkyc.gannett.com); Morley, Renee (RMorley@woio.com); bobm@wmfd.com; Lori Bruch (lbruch@wbnx.com); Ryan Hayes (Ryan.Hayes@10tv.com); Jon.Myers@10tv.com; TVivo@wcmh.com; lluthman@sbgnet.com; tdangelo@sbgnet.com; Gary G. Vogel (ggvogel@sbgnet.com); Kathy Umbreit (Kathy.Umbreit@WDTN.com); Michelle.Teska@cmgohio.com; ckemper@sbgnet.com; Dave Cook (dcook@wlio.com); Isaunders@wtol.com; Ambron, Ian (Ian.Ambron@petrymedia.com); Gerken, Mary (mary.gerken@13abc.com); Vogt, Jodi (jvogt@wnwo.com); Doug Pickrell (dpickrell@whizmediagroup.com)
Cc: Kegan Beran; 'Bob Clegg' (bobclegg@ameritech.net)
Subject: JOSH MANDEL
Importance: High

Note from Kegan Beran:

All-right.....For Josh Mandel:

OCT9-OCT23 will be a Mandel/NRSC Coordinated flight. SMP will not be placing & the buy will come out of Midwest (Clegg CC'd on this email)

The dollar totals will not be identical with what we've reserved; therefore, Midwest will have to revise the buys. SMP will also be placing some candidate direct dollars on top of what Midwest places. NOTE: These are not cancellations...This is a revision and I assure you with the campaign direct dollars, on top of the coordinated dollars from Midwest.....we will be honoring our financial commitment.

Post OCT23 the buys will come from SMP.

Does everyone follow this?

10/8/2012

Please follow up with Kegan/Bob if you have any specific questions or concerns
Kegan Beran- 740-201-5510

Whitney Eversole

The Strategy Group for Media/Strategic Media Placement

7669 Stagers Loop Drive, Delaware, OH 43015

weversole@strategygroupmedia.com

O. 740-201-5530

M. 614-537-1390

The Gooding House

Dienger, Whitney

From: Jacobs, Sarah
Sent: Monday, October 08, 2012 11:25 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: WKRC: Mandel Rebate
Importance: High

Whitney:

We went back and examined LURs for September and found the following:

In Noon News, Mandel ran at the P3 level @ \$250. There was another spot that ran at the same level at a lower rate (\$200).

The Mandel spot ran on the following dates: 9/7, 9/10, 9/12, 9/14, 9/18 9/20, 9/24 and 9/25.

Mandel is entitled to a \$400 Rebate (8 spots @ \$50 each).

Additionally, station order entry error today, 10/8, we ran 5x for Josh Mandel with out authorization:

- 7-8a \$450
- 6-630a \$600
- 10-11a \$275
- 630-7a \$600
- EKRC 7-8a \$50
- Total = \$1975
- We applied the rebate to this, and will credit \$1575 total off of our books.

My apologizes for the confusion with the start date of 10/8.

Thanks

SAJ

10/8/2012

